

Invitation to Bid

IKEA Renton River Days, a 501c(4) not for profit, is accepting bids from graphic designers, illustrators, and marketing agencies seeking the contract to design the 2013 official graphics for the community festival.

GENERAL FESTIVAL DETAILS

IKEA Renton River Days is Renton's three-day, multi-event community family festival. The dates for the 28th annual River Days are July 26-28, 2013. IKEA Renton River Days features popular events and activities which return each year, such as the Parade, Rubber Ducky Race, Annual Fine Art Show, Arts and Crafts, Senior Day, car shows, several recreational events (Golf Tournament, Soccer Tournament), inflatables, Duck Hunt, petting zoo, activities for kids, stage entertainment, food booths, and much more.

FESTIVAL GRAPHICS NEEDED

IKEA Renton River Days is seeking a graphic image for the 2013 festival, which will include a theme phrase, to be reproduced for a variety of festival marketing and promotional materials, i.e. souvenirs of buttons, mugs and t-shirts, cover of print materials such as brochures, the official guide, and the storefront poster distributed to area merchants. The theme phrase will need to accompany the graphics as a branding statement to connect the theme of the festival.

GRAPHIC ELEMENT BID DETAILS

If you are interested in submitting a bid for consideration, please include:

1. Related samples of your work or a link to an online portfolio.
2. Design budget and total estimated fee (maximum budget not to exceed \$1,500.00)
 - a. Design fee to include a minimum of 3 concepts and any revisions or additional drafts necessary to design final version of official 2013 graphic artwork to be approved by the Board of Directors
 - b. Design fee to include set up and formatting as needed to deliver final electronic files for reproduction purposes.
 - c. Final artwork should be computer generated, all artwork must either be an EPS or PSD file. EPS files -- provide artwork as a native file (Adobe Illustrator or InDesign) and include all fonts, saved as CMYK. (Mac fonts preferred.) Native Ai file, please convert all fonts used to outlines. PSD files – PSD layered files must be built and saved at a 300 dpi at 14" x 16". Please save the file as a CMYK - both with layers and flattened.
 - d. Design needs to be a vertical image, as it will appear lengthwise on the cover of the official guide and on t-shirts.

OTHER RELATED INFORMATION

1. Artist to meet as needed with festival representatives
2. Artist fee to be paid by Renton River Days upon completion of final official artwork
3. If selected, artist will comply with the following timeline:
 - a. Start of Project: Three rough concepts created by designer and presented to the Board on or before January 8, 2013 meeting
 - b. Revised concepts created by designer and presented to the Board of Directors on or before February 12, 2013 meeting
 - c. Final artwork for Board approval prior to: March 12, 2013 meeting
4. The festival owns reproduction rights outright. IKEA Renton River Days reserves the right to modify artwork as needed for reproduction.

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INVITATION TO BID DEADLINE: Friday, December 14, 2012 by 5pm.

Digital Submission Guidelines:

Digital Proposals should be sent as an Acrobat PDF with a link to portfolio samples or a website with samples of work. If attached samples are sent, they should be sent as a PDF with a file size not to exceed 4MB in size.

Send digital proposals to: rrdproducts1@gmail.com by 5pm, Friday, December 14, 2012

Postal Submission Guidelines:

Renton River Days must receive proposals, by 5:00pm Friday, December 14, 2012. Send to: Renton River Days, 1055 South Grady Way, Renton, WA 98057

Hand Delivered Submission Guidelines:

Hand Deliver Proposals to:

Renton City Hall, 6th Floor, 1055 South Grady Way, Renton, WA 98057

Attn: Sonja Mejlaender (Renton River Days Festival Headquarters)

All proposals must be received by 5pm, Friday, December 14, 2012

All submissions will be notified by December 20, 2012.

Thank you for your consideration and interest to bid for the official graphic artwork for the 2013 IKEA Renton River Days community family festival.

Please forward any questions to rrdproducts1@gmail.com

Committee Contact
Paul Hebron
425.243.2055

Festival Coordinator
Sonja Mejlaender
425.430.6514